

## **SURVEY METHODOLOGY**

Development of the mail list for the 2004 South Carolina Equine Survey came from a variety of sources; breed associations, equine feed and health sources, individuals advertising equine for sale, riding associations, individual registration via the internet, individuals leasing stable space, etc. The final mail list totaled 28,280 with the first mailing delivered in January 2005 and the second request mailing in March 2005. A sizeable number of questionnaires were “Undeliverable As Addressed” by the post office. Removing these resulted in a final mail list population count of 25,906.

Building a complete mail list for a survey such as this was not possible. Therefore, an area frame survey procedure was used to estimate for the incompleteness in the mail list. Areas of land called segments (each approximately one square mile in size) were personally screened by field enumerators for equine and/or equine owners. Enumeration was conducted on 119 segments in June 2004 and an additional 105 segments in January and February 2005. Each of South Carolina’s 46 counties had at least one area segment screened. Names of individuals and/or operations with equine found in the area segments were matched against the mail list. Those not on the mail list were used to measure the incompleteness in the mail list.

Telephoning of mail list non-respondents began in April 2005 and continued through August 2005. Personal enumeration of mail list non-respondents began in July 2004 and focused on the largest operations. Personal enumeration ended in early September 2005 when all allocated funds were expended.

Responses from the mail list totaled 11,235 (43 percent). Response by mail accounted for 77 percent of the total, 19 percent were completed by telephone, and the remaining 4 percent by personal interview.

Final survey estimates were generated using the following procedure:

Survey Reported Data + Non Response Estimation + Area Frame Estimation  
(not on the mail list)

We sincerely appreciate the time and enthusiastic cooperation of all survey respondents.